

PRINCETON

INTERCOLLEGIATE BROADCASTING SYSTEM
INSTRUCTIONS RE: OLD GOLD CAMPUS NEWS

1. Your contract with Old Golds calls for five-minute campus news broadcasts to be carried at 7:55-8:00 P.M. on the following days:

~~October~~ January: 11,12,13,14,15,18,19,20,21,22,25,26,27,28,29.

~~November~~ February: 1,2,3,4,5,8,9,10,11,12,15,16,17,18,19,22,23,24,25,26

~~December~~ March: 1,2,3,4,5,8,9,10,11,12,15,16,17,18,19.

2. Broadcasts must be carried as ordered. Changes will not be credited except as due to circumstances entirely beyond your control as stated in Article 3 of the standard contract form.
3. If it is impossible for you to complete a broadcast as scheduled, you must notify the Intercollegiate Broadcasting System, in advance, by Western Union, stating the reason in full.
4. Your chances for renewal of the Old Gold Campus News depend on your ability to demonstrate the following:

- A. Student interest in the program.
- B. A substantial increase in Old Golds sales.

We suggest that you do the following to make your campaign a success:

- a. Publicize the Old Gold Campus News by posters placed about the campus and in dealers' windows.
- b. Publicize Old Golds and the Old Gold Campus News by every means at the disposal of your station.

The sponsor of any program carried by a member station of the Intercollegiate Broadcasting System signs a contract with the explicit understanding that it is to be carried through with the same precision and efficiency that is expected of standard long wave broadcasting stations. Any irregularities on your part in carrying the programs as scheduled will be considered accordingly. Any irresponsibility on your part may affect payment on this contract, and will certainly be detrimental to the possible renewal or extension of the contract. The irresponsibility of any one college station is a threat to the reputation and welfare of all of the member stations of the Intercollegiate Broadcasting System.